



Transportation Department

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**La Costa Avenue Improvement Plan
Community Meeting: Thursday, April 28, 2011**

The City of Carlsbad will work with community members over the coming months to develop a plan that reduces speeds and improves safety for La Costa Avenue between El Camino Real and Rancho Santa Fe Road. One of the plan's main goals is to enhance the residential character of the La Costa neighborhood while maintaining the roadway's function as a main east-west corridor.

Over the years, traffic has increased along the heavily traveled road, which links eastern Carlsbad with Interstate 5 and the coast. The road was developed when the La Costa area was part of the County of San Diego, prior to being annexed to the City of Carlsbad in 1972.

Driveways have direct access onto the road, which has a 45-mile-per-hour speed limit, creating safety concerns for residents entering and exiting driveways, especially during busy traffic times.

The city has already taken steps to improve safety, including installing warning signs near residential driveways, posting more speed limit signs and installing digital signs that tell drivers how fast they are going. Traffic engineers say more changes should be made to balance the needs of motorists with the quality of life for those who live in the neighborhood.

Ultimately, we need to permanently change the character of the road. The city will work with residents, commuters and stakeholders to a variety of options and develop a community-preferred plan for La Costa Avenue. Some of the options the city will ask the community to consider are roundabouts, traffic signals, changing the number of lanes, and adding sidewalks and bike lanes. The community will have an opportunity to help define the problem and the ultimate solution.

La Costa Avenue is designated as a "secondary arterial" between El Camino Real and Rancho Santa Fe, meaning it will still need to function as a major connector to the area's roadway system. Other considerations include improving safety, enhancing the quality of life for those who live along the busy street, making sure emergency vehicles have the access they need, enabling bikers and walkers to use the road safely and making sure traffic rules can be easily enforced.

Enclosed is a survey that will help clarify community concerns for La Costa Avenue. Please complete the survey and return it to TRANSPORTATION DEPARTMENT CITY OF CARLSBAD 1635 FARADAY AVE CARLSBAD CA 92008-9485 by April 20th. The city has also established a website for residents who would like to complete the survey online or want to find out more about the project.

A series of three community meetings will be held to develop a community-preferred plan for La Costa Avenue. The first meeting will be held at **7:00 pm on Thursday, April 28 at Stage Coach Community Center**. This meeting will provide history of the project and an overview of the planning process, and involve the community in clarifying the concerns and preferences for improvements to La Costa Avenue. Please join us, your involvement is important to the success of this planning process. The two other meetings have been tentatively scheduled at the same location and time for Thursday May 26 and Thursday June 23.

For more information: Visit the website at www.carlsbadca.gov/traffic or contact Doug Bilse at 760-602-7504 or doug.bilse@carlsbadca.gov



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